

Terms and Conditions

These Terms and Conditions ("Terms") govern your access to and use of the website at reel25.com and the UGC video generation platform, API, and related services (collectively, the "Service") provided by 25 labs LLC ("Reel25," "we," "us," or "our").

By accessing or using the Service, you agree to be bound by these Terms. If you do not agree, do not use the Service.

If you have any questions, please contact us at support@reel25.com.

1. Overview of the Service

Reel25 is a Software-as-a-Service (SaaS) platform that enables users to generate user-generated content (UGC) style videos programmatically. The Service allows you to upload media (videos, images, audio), provide creative direction (scripts, voiceovers, captions), and receive professionally assembled short-form video content optimized for social media platforms.

2. Eligibility

You must be at least 18 years old to use the Service. By using the Service, you represent and warrant that you meet this requirement and have the legal capacity to enter into these Terms. If you are using the Service on behalf of a company or other legal entity, you represent that you have authority to bind that entity to these Terms.

3. Account Registration

3.1 Account Creation

To use the Service, you must create an account by providing accurate, complete, and current information. You are responsible for maintaining the confidentiality of your account credentials and for all activities that occur under your account.

3.2 Account Security

You agree to immediately notify us at support@reel25.com if you become aware of any unauthorized use of your account. We are not liable for any loss or damage arising from your failure to maintain the security of your account.

3.3 API Keys

If you access the Service via our API, you are responsible for safeguarding your API keys. API keys should be treated as confidential credentials. You must not share, publish, or embed API keys in client-side code or public repositories.

4. Subscriptions and Payments

4.1 Plans and Pricing

The Service is offered on a subscription basis. Current plans, features, and pricing are available on our website. We reserve the right to modify pricing with at least 30 days' prior notice. Price changes will take effect at the start of your next billing cycle.

4.2 Billing

By subscribing to a paid plan, you authorize us to charge your designated payment method on a recurring basis (monthly or annually, depending on your selected plan). Payments are processed through Stripe and are subject to Stripe's terms of service.

4.3 Free Trials

We may offer free trials at our discretion. At the end of a free trial, your account will automatically convert to a paid subscription unless you cancel before the trial period ends.

4.4 Refunds

All fees are non-refundable except as required by applicable law. If you believe you are entitled to a refund, contact us at support@reel25.com, and we will review your request on a case-by-case basis.

4.5 Cancellation

You may cancel your subscription at any time through your account settings or by contacting us. Cancellation takes effect at the end of the current billing period. You will retain access to the

Service until your current billing period expires. No partial refunds will be issued for unused time.

5. Acceptable Use

5.1 Permitted Use

You may use the Service only for lawful purposes and in accordance with these Terms. You agree to use the Service solely to generate video content for legitimate business or personal purposes.

5.2 Prohibited Conduct

You agree not to:

- Use the Service to create, distribute, or promote content that is illegal, harmful, threatening, abusive, harassing, defamatory, obscene, or otherwise objectionable;
- Upload or use content that infringes the intellectual property rights, privacy rights, or other rights of any third party;
- Use the Service to create misleading, deceptive, or fraudulent content, including deepfakes intended to deceive;
- Attempt to reverse-engineer, decompile, disassemble, or otherwise attempt to derive the source code of the Service;
- Interfere with or disrupt the integrity or performance of the Service or its underlying infrastructure;
- Use automated systems (bots, scrapers, crawlers) to access the Service beyond the scope of our API, or circumvent rate limits;
- Resell, sublicense, or redistribute the Service or access to the Service without our written consent;
- Use the Service in violation of any applicable law, regulation, or third-party rights;
- Upload content containing malware, viruses, or other harmful code.

5.3 Enforcement

We reserve the right to suspend or terminate your access to the Service at any time, without notice, if we reasonably believe you have violated these Terms. In cases of severe violation, we may delete your account and all associated data without liability.

6. User Content

6.1 Ownership

You retain all ownership rights to the content you upload to the Service ("User Content") and to the videos generated by the Service using your User Content ("Output Content"). Reel25 claims no ownership over your User Content or Output Content.

6.2 License to Reel25

By uploading User Content, you grant Reel25 a limited, non-exclusive, worldwide, royalty-free license to use, process, store, and display your User Content solely for the purpose of providing the Service (i.e., rendering your requested videos). This license terminates when you delete your User Content or close your account.

6.3 Your Representations

You represent and warrant that:

- You own or have obtained all necessary rights, licenses, and permissions for all User Content you upload;
- Your User Content does not violate any applicable law or infringe any third-party rights;
- Any individuals appearing in your User Content have provided appropriate consent for their likeness to be used in the manner contemplated by the Service;
- You have all necessary rights to any music, voiceovers, trademarks, or other intellectual property included in your User Content.

6.4 Content Responsibility

You are solely responsible for your User Content and the Output Content generated through your use of the Service. Reel25 does not review, endorse, or assume liability for User Content or Output Content.

7. Intellectual Property

7.1 Reel25 Property

The Service, including its software, design, features, documentation, trademarks, and all related intellectual property, is and remains the exclusive property of 25 labs LLC. These Terms do not grant you any rights to use our trademarks, logos, or branding without our prior written consent.

7.2 License to Use the Service

Subject to these Terms, we grant you a limited, non-exclusive, non-transferable, non-sublicensable, revocable license to access and use the Service for your internal business or personal purposes during your active subscription.

7.3 Feedback

If you provide suggestions, ideas, or feedback regarding the Service ("Feedback"), you grant us an unrestricted, irrevocable, perpetual, royalty-free license to use, modify, and incorporate such Feedback into the Service without any obligation to you.

8. Third-Party Services and Platforms

8.1 Social Media Platforms

The Service generates video content intended for use on third-party social media platforms (e.g., TikTok, Instagram, YouTube). You are solely responsible for complying with the terms of service, community guidelines, and content policies of any platform on which you publish Output Content.

8.2 Third-Party Integrations

The Service may integrate with or rely on third-party services (e.g., cloud storage, payment processors). We are not responsible for the availability, accuracy, or performance of any third-party services.

8.3 No Endorsement

Reference to any third-party products, services, or platforms does not constitute an endorsement by Reel25.

9. Service Availability and Modifications

9.1 Availability

We strive to maintain high availability of the Service but do not guarantee uninterrupted or error-free operation. The Service may be temporarily unavailable due to maintenance, updates, or circumstances beyond our control.

9.2 Modifications

We reserve the right to modify, suspend, or discontinue any part of the Service at any time, with or without notice. We will use commercially reasonable efforts to provide advance notice of material changes that may adversely affect your use of the Service.

9.3 API Changes

We may update or modify the API from time to time. While we will endeavor to maintain backward compatibility, we cannot guarantee that API changes will not require you to update your integration.

10. Disclaimers

10.1 "As Is" Basis

THE SERVICE IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT WARRANTIES OF ANY KIND, WHETHER EXPRESS, IMPLIED, OR STATUTORY. WE DISCLAIM ALL WARRANTIES, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, AND ACCURACY.

10.2 Output Quality

We do not warrant that Output Content will meet specific quality standards, achieve particular results, or be suitable for any particular purpose. Video rendering results may vary depending on the quality and format of your User Content, and we make no guarantees regarding the performance of Output Content on any third-party platform.

10.3 No Professional Advice

The Service is a video generation tool. Nothing in the Service constitutes legal, marketing, financial, or professional advice. You are solely responsible for all decisions made based on your use of the Service.

11. Limitation of Liability

11.1 Cap on Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, IN NO EVENT SHALL REEL25, ITS AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, OR AGENTS BE LIABLE FOR ANY AGGREGATE DAMAGES EXCEEDING THE TOTAL AMOUNTS YOU HAVE PAID TO REEL25 IN THE SIX (6) MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO THE CLAIM.

11.2 Exclusion of Damages

TO THE MAXIMUM EXTENT PERMITTED BY LAW, REEL25 SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS, DATA, BUSINESS OPPORTUNITIES, GOODWILL, OR OTHER INTANGIBLE LOSSES, REGARDLESS OF WHETHER SUCH DAMAGES WERE FORESEEABLE OR WHETHER REEL25 WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

11.3 Exceptions

Nothing in these Terms limits or excludes liability that cannot be limited or excluded under applicable law.

12. Indemnification

You agree to indemnify, defend, and hold harmless Reel25, its affiliates, officers, directors, employees, and agents from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to:

- Your use of the Service;
 - Your User Content or Output Content;
 - Your violation of these Terms;
 - Your violation of any applicable law or third-party rights;
 - Any claim that your User Content infringes or misappropriates the intellectual property rights of a third party.
-

13. Termination

13.1 By You

You may terminate your account at any time by canceling your subscription and deleting your account through your account settings, or by contacting us at support@reel25.com.

13.2 By Reel25

We may suspend or terminate your account at any time for any reason, including but not limited to violation of these Terms, non-payment, or if we discontinue the Service. Where practicable, we will provide reasonable notice before termination.

13.3 Effects of Termination

Upon termination:

- Your right to access and use the Service immediately ceases;
 - We may delete your account data, User Content, and Output Content within 90 days;
 - Sections of these Terms that by their nature should survive termination (including Sections 6.3, 7, 10, 11, 12, 14, and 15) will remain in effect.
-

14. Governing Law and Dispute Resolution

14.1 Governing Law

These Terms shall be governed by and construed in accordance with the laws of the State of New York, United States, without regard to its conflict of law provisions.

14.2 Dispute Resolution

Any disputes arising out of or relating to these Terms or the Service shall first be attempted to be resolved through good-faith negotiation. If a dispute cannot be resolved through negotiation within 30 days, it shall be submitted to binding arbitration administered by the American Arbitration Association (AAA) under its Commercial Arbitration Rules. The arbitration shall take place in New York, New York.

14.3 Class Action Waiver

YOU AGREE THAT ANY DISPUTE RESOLUTION PROCEEDINGS WILL BE CONDUCTED ON AN INDIVIDUAL BASIS AND NOT AS A CLASS, CONSOLIDATED, OR REPRESENTATIVE ACTION.

14.4 Exceptions

Notwithstanding the above, either party may seek injunctive or other equitable relief in any court of competent jurisdiction to prevent the actual or threatened infringement of intellectual property rights.

15. General Provisions

15.1 Entire Agreement

These Terms, together with our [Privacy Policy](#), constitute the entire agreement between you and Reel25 regarding the Service and supersede all prior agreements and understandings.

15.2 Severability

If any provision of these Terms is held to be invalid or unenforceable, the remaining provisions will continue in full force and effect.

15.3 Waiver

Our failure to enforce any right or provision of these Terms does not constitute a waiver of such right or provision.

15.4 Assignment

You may not assign or transfer your rights or obligations under these Terms without our prior written consent. We may assign our rights and obligations without restriction.

15.5 Force Majeure

Reel25 shall not be liable for any failure or delay in performing its obligations under these Terms due to causes beyond its reasonable control, including but not limited to natural disasters, acts of government, pandemics, internet outages, or third-party service failures.

15.6 Notices

We may send you notices via email to the address associated with your account. Notices to Reel25 should be sent to support@reel25.com or by mail to our address below.

16. Contact Us

If you have any questions or concerns about these Terms, please contact us:

25 labs LLC (Reel25) 228 Park Avenue South New York, NY 10003 United States

Email: support@reel25.com